

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
BUREAU OF THE CENSUS

JANUARY 1993

CB-93-32

INTENTION TO REVISE ESTIMATES. The unadjusted and adjusted monthly retail sales estimates will be revised based on the results of the 1991 Annual Retail Trade Survey. Revised estimates for January 1987 through February 1993 are scheduled for release the week of March 15, 1993. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Thursday, February 11, 1993

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for January adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$167.4 billion, an increase of 0.3 percent ($\pm 1.5\%$) from the previous month and were 6.6 percent ($\pm 1.8\%$) above January 1992. Total sales in the November through January period were 7.2 percent ($\pm 1.8\%$) above the same period a year ago. The November to December 1992 percent change was revised from +1.2 percent ($\pm 1.7\%$) as published in the December advance, to +0.8 percent ($\pm 0.4\%$).

Durable goods increased 1.1 percent ($\pm 3.3\%$) from the previous month and were 9.8 percent above January 1992.

Nondurable goods decreased 0.1 percent ($\pm 1.3\%$) from December but were 4.7 percent above January 1992. General merchandise stores increased 1.9 percent from the previous month and were 7.7 percent above last year.

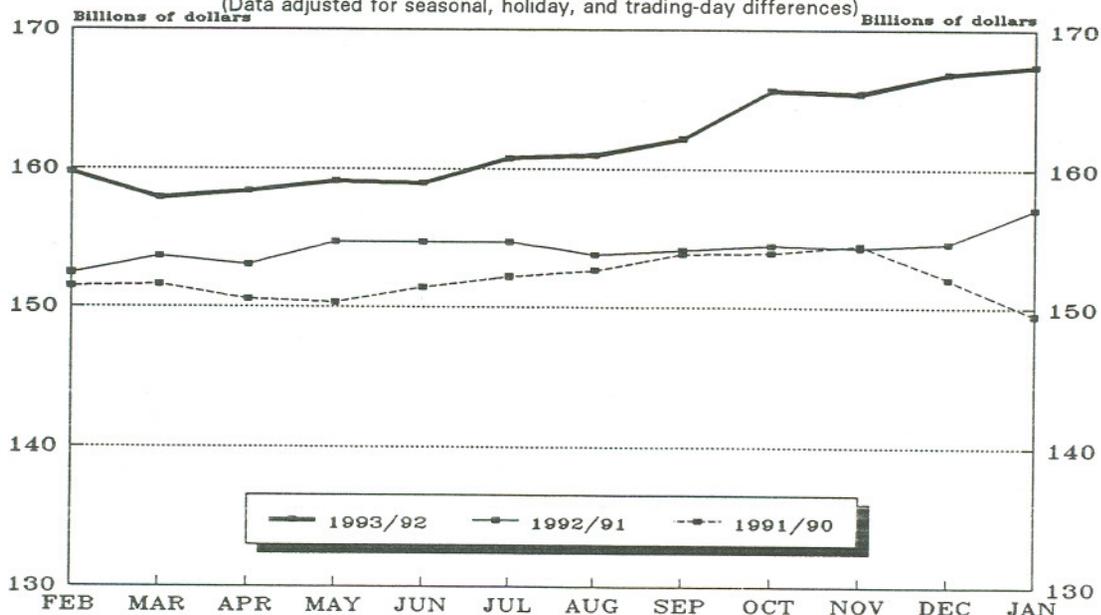
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for February is scheduled to be released March 11, 1993 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

February 1990 - January 1993

(Data adjusted for seasonal, holiday, and trading-day differences)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 377-1986. The data are also available through the Census Bureau's online information service - CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2464) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, By Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1993	1992			1991	1993	1992			1991
		Jan. ² adv.	Dec. prel.	Nov. final	Jan.	Dec.	Jan. ² adv.	Dec. prel.	Nov. final	Jan. ¹	Dec. ¹
	Retail trade, total.....	146,530	200,228	164,701	140,023	182,744	167,391	166,847	165,442	157,087	154,587
	Total (excl. auto group)...	115,784	168,311	133,188	110,649	154,593	131,117	130,964	129,733	124,128	122,149
	Durable goods, total.....	52,177	66,710	56,561	49,461	58,856	62,131	61,441	60,704	56,594	55,495
52	Building mat., hardware, garden supply, and mobile home dealers.....	6,911	8,237	8,120	6,629	7,268	9,129	9,056	8,744	8,451	8,179
521,3	Building mat. and supply stores.....	(*)	5,876	6,124	5,080	5,315	(*)	6,731	6,501	6,342	6,224
525	Hardware stores.....	(*)	1,187	1,053	857	1,044	(*)	1,091	1,089	1,049	971
55 ex. 554	Automotive dealers.....	30,746	31,917	31,513	29,374	28,151	36,274	35,883	35,709	32,959	32,438
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	28,368	29,245	28,833	27,079	25,656	33,453	33,120	32,952	30,290	29,798
551	Motor vehicle (franchised).....	(*)	26,151	25,899	24,000	22,805	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,672	2,680	2,295	2,495	(*)	2,763	2,757	2,669	2,640
57	Furniture, home furnishings, and equipment stores.....	7,632	11,190	8,434	7,010	9,798	8,359	8,307	8,060	7,562	7,449
571	Furniture and home furnishings.....	(*)	5,033	4,501	3,691	4,510	(*)	4,365	4,266	3,973	3,998
5722,32	Household appliance, radio, and TV stores.....	(*)	4,400	3,030	2,545	3,878	(*)	2,951	2,919	2,748	2,645
5722	Household appliance stores.....	(*)	965	802	641	853	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	94,353	133,518	108,140	90,562	123,888	105,260	105,406	104,738	100,493	99,092
53	General merchandise group stores.....	15,164	35,389	23,727	13,658	32,919	20,364	19,975	20,040	18,910	18,162
531	Dept. stores (ex. leased depts).....	11,782	28,597	19,014	10,759	26,050	16,184	15,808	15,871	14,902	14,432
531	Dept. stores (in. leased depts) ³	(*)	29,417	19,583	11,112	26,875	(*)	16,190	16,306	15,739	14,856
533	Variety stores.....	(*)	1,048	615	475	1,102	(*)	563	549	627	597
539	Misc. general mdse. stores.....	(*)	5,744	4,098	2,424	5,767	(*)	3,604	3,620	3,381	3,133
54	Food stores.....	31,455	35,298	31,820	31,112	33,428	32,701	32,912	32,720	32,081	31,940
541	Grocery stores.....	29,434	32,560	29,823	29,312	31,033	30,438	30,630	30,651	30,094	29,926
554	Gasoline service stations.....	9,954	10,703	10,426	9,545	10,300	10,669	10,524	10,436	10,143	10,188
56	Apparel and accessory stores.....	6,625	14,657	9,604	5,987	12,599	8,929	8,965	8,858	8,054	7,830
561	Men's and boys' clothing and furnishings stores.....	(*)	1,354	791	587	1,324	(*)	708	715	728	691
562,3,8	Women's clothing, specialty stores, furrers.....	(*)	5,009	3,320	2,088	4,253	(*)	3,127	3,049	2,733	2,685
565	Family clothing stores.....	(*)	5,324	3,350	1,681	4,323	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,914	1,413	1,137	1,887	(*)	1,423	1,435	1,450	1,425
58	Eating and drinking places.....	15,851	17,062	16,406	15,380	16,239	17,248	17,392	17,197	16,736	16,638
591	Drug and proprietary stores.....	5,956	8,104	6,152	6,312	8,204	6,256	6,302	6,316	6,494	6,450
592	Liquor stores.....	(*)	2,710	2,019	1,668	2,325	(*)	2,004	2,052	1,851	1,743
5961 (pt)	Mail-order houses (department store merchandise).....	(*)	628	571	299	482	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	74,114	48,308	31,285	66,667	(*)	43,287	43,028	40,200	38,862

*Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available.

¹Revised.

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. The seasonal factors for January 1993 and November and December 1992 department stores and miscellaneous general merchandise stores kinds of business have been modified because of observed changes in the seasonal patterns. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-92-12.

²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴GAF represents stores which specialize in department store types of merchandise.

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		Jan. 1993 advance from--		Dec. 1992 preliminary from--		Nov. 1992 through Jan. 1993 from--	
		Dec. 1992 prelim.	Jan. 1992 final	Nov. 1992 final	Dec. 1991 final	Aug. 1992 through Oct. 1992	Nov. 1991 through Jan. 1992
	Retail trade, total.....	+0.3	+6.6	+0.8	+7.9	+2.2	+7.2
	Total (excl. automotive group).....	+0.1	+5.6	+0.9	+7.2	+1.8	+6.4
	Durable goods, total.....	+1.1	+9.8	+1.2	+10.7	+3.1	+10.3
52	Building materials, hardware, garden supply, and mobile home dealers.....	+0.8	+8.0	+3.6	+10.7	+3.2	+9.3
55 ex. 554	Automotive dealers.....	+1.1	+10.1	+0.5	+10.6	+3.7	+10.6
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+1.0	+10.4	+0.5	+11.1	+3.8	+11.0
57	Furniture, home furnishings, and equipment stores.....	+0.6	+10.5	+3.1	+11.5	+4.4	+10.8
	Nondurable goods, total.....	-0.1	+4.7	+0.6	+6.4	+1.7	+5.5
53	General merchandise group stores.....	+1.9	+7.7	-0.3	+10.0	+1.8	+8.9
531	Dept. stores (ex. leased dept.).....	+2.4	+8.6	-0.4	+9.5	+2.0	+8.9
531	Dept. stores (in. leased dept.) ²	(NA)	(NA)	-0.7	+9.0	(NA)	(NA)
54	Food stores.....	-0.6	+1.9	+0.6	+3.0	+1.1	+2.6
541	Grocery stores.....	-0.6	+1.1	-0.1	+2.4	+0.9	+2.1
554	Gasoline service stations.....	+1.4	+5.2	+0.8	+3.3	+1.2	+3.2
56	Apparel and accessory stores.....	-0.4	+10.9	+1.2	+14.5	+2.9	+12.5
58	Eating and drinking places.....	-0.8	+3.1	+1.1	+4.5	+3.4	+4.3
591	Drug and proprietary stores.....	-0.7	-3.7	-0.2	-2.3	-2.5	-2.4

Table 3. Estimated Monthly Retail Sales of Large (Group II) Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Dec. 1992 prelim.	Nov. 1992 final	Dec. 1991	Dec. 1992 prelim.	Nov. 1992 final	Dec. 1991
	Retail trade, total.....	94,970	71,278	88,421	66,735	66,818	62,692
53	General merchandise group stores.....	34,001	22,741	32,034	18,786	18,975	17,322
531	Dept. stores (ex. leased dept.).....	28,214	18,763	25,659	15,477	15,584	14,137
531	Dept. stores (in. leased dept.) ²	29,016	19,317	26,466	15,960	16,084	14,622
533	Variety stores.....	747	421	724	392	384	382
539	Miscellaneous general merchandise stores.....	5,040	3,557	5,651	(NA)	(NA)	(NA)
54	Food stores.....	21,045	18,852	20,171	(NA)	(NA)	(NA)
541	Grocery stores.....	20,485	18,560	19,598	18,950	18,958	18,683
56	Apparel and accessory stores.....	9,646	6,138	8,349	5,625	5,507	4,898
562,3,8	Women's clothing, specialty stores, furriers.....	3,370	2,061	2,847	1,952	1,862	1,660
566	Shoe stores.....	1,387	973	1,243	999	982	909
591	Drug stores and proprietary stores.....	5,420	3,816	5,424	3,916	3,918	3,956

NA Not available.

¹Revised.

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. The seasonal factors for January 1993 and November and December 1992 department stores and miscellaneous general merchandise stores kinds of business have been modified because of observed changes in the seasonal patterns. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-92-12.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The large (Group II) component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

Official Business

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Sample Design and Reliability of Data

The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -0.9 percent to +1.5 percent with the average of the absolute differences about 0.6 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for December 1992 and final estimates for November 1992 based on the full sample are published later this month in the Monthly Retail Trade Report for December (BR-92-12). The complete report will provide sales estimates in greater detail and will present a description of revisions and the techniques used in developing the estimates.

The margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up 0.8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 percent to +2.0 percent. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of business	Estimated Coefficient of variation in percent of the						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to-preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter	Range ²		Mean	Avg. of absolute diff.	
		Range ¹		Median	Median	Median	Median	Range ²		Mean	Avg. of absolute diff.
		From	To					From	To		
	Retail trade, total.....	0.8	1.1	0.9	1.0	0.9	1.0	-0.9	+1.5	+0.1	0.6
	Total (excl. auto).....	0.8	0.9	0.8	1.0	0.8	0.9	-0.7	+1.3	+0.1	0.4
	Durable goods, total.....	1.8	2.8	2.2	2.5	2.2	2.3	-2.5	+2.2	+0.2	0.7
52	Building materials, group stores.....	1.2	2.0	1.7	3.3	2.5	2.5	-3.4	+4.0	+0.4	2.0
55 ex. 554	Automotive dealers.....	2.2	4.1	3.1	3.4	3.6	3.3	-3.0	+2.6	+0.5	1.0
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	1.6	4.1	2.9	4.8	3.9	3.5	-3.2	+2.6	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.8	4.3	2.4	4.5	4.2	3.1	-2.5	+2.3	-0.2	1.2
	Nondurable goods, total.....	0.7	0.9	0.8	1.0	0.8	0.9	-0.6	+0.9	+0.2	0.4
53	General merch. group, total.....	0.2	0.8	0.4	0.5	0.6	0.5	-1.4	+1.7	+0.1	0.7
531	Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-1.7	+1.6	+0.1	0.8
54	Food stores.....	0.9	1.5	1.0	1.7	1.4	1.5	-0.5	+0.6	0.0	0.4
541	Grocery stores.....	0.2	0.9	0.3	1.8	1.3	1.5	-0.5	+0.7	0.0	0.3
554	Gasoline service stations.....	1.1	4.7	1.3	3.3	2.6	2.8	-1.4	+1.9	+0.3	0.8
56	Apparel and accessory stores.....	1.1	2.9	2.0	3.0	2.6	2.0	-2.7	+4.8	+0.5	1.5
58	Eating and drinking places.....	0.6	1.3	0.9	3.1	2.7	2.7	-0.9	+2.3	+0.3	0.8
591	Drug and proprietary stores.....	0.5	3.2	0.8	2.4	1.7	2.0	-3.7	+1.1	+0.1	1.0

¹The ranges of sampling variability shown are based on sales estimates not adjusted for seasonal variation, holiday, and trading-day differences the data months of November 1990 - March 1991.

²The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, January 1992 - December 1992. The ranges for all other totals and kinds of business are based on the 12-month period April 1990 - March 1991.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data in the Monthly Retail Trade Report for a discussion of the measures of sampling variability.

